

Spanish Language Collection Development

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Things to Consider:

- Every Spanish speaking community is very unique, their needs and preferences vary from library to library, and even within the same community.
- There is not a perfect provider where you can find all the different formats and types of materials for your community.
- Remember: people in your community are going to question your decision to buy Spanish materials.
- The more you buy the more the collection will circulate and the more patrons you will attract.
- Public Libraries are very unique to the United States. To attract Spanish speakers, we have to go to where they are and bring them in. Lots of engagement.



How do I Know What to Buy?

- ▶ Talk to community members – engagement activities
- ▶ Keep circulation statistics of Spanish materials electronically, using the catalog, or when reshelving
- ▶ Have a suggestion box near the Spanish collection
- ▶ Look for information and reviews on sites like America Reads Spanish or Good Reads
- ▶ Search “los libros más leídos,” “los libros más vendidos,” or “los libros más populares” + the name of the country
- ▶ Visit online bookstores from different countries
- ▶ Literary awards (<http://www.lecturalia.com/portada/premios-literarios>)
 - ▶ Premio Planeta and Premio Alfaguara
- ▶ Use Twitter as a selection tool.

What Fiction books to buy?

► Classic Literature

- Don Quijote de la Mancha by Miguel de Cervantes
- El Cantar de Mio Cid
- Works of Gustavo Adolfo Becquer
- Books by Sor Juana Inés de la Cruz



What Fiction books to buy?

- Fiction- Contemporary Classics
 - ▶ Gabriel García Márquez
 - ▶ Isabel Allende
 - ▶ Mario Vargas Llosa
 - ▶ Jorge Luis Borges
 - ▶ Octavio Paz
 - ▶ Pablo Neruda
 - ▶ Julio Cortázar
 - ▶ Carlos Fuentes
 - ▶ Benito Pérez Galdós
 - ▶ Federico García Lorca
 - ▶ Rómulo Gallegos
 - ▶ Mario Benedetti
 - ▶ Ernesto Sábato
 - ▶ Reinaldo Arenas
 - ▶ Gabriela Mistral
 - ▶ Horacio Quiroga
 - ▶ César Vallejo
 - ▶ Rubén Darío
 - ▶ José Martí
 - ▶ Juan Rulfo
 - ▶ Manuel Puig
 - ▶ Benito Pérez Galdós

What Fiction books to buy?

► Other Relevant Fiction Authors

- César Aira
- Fernando Aramburu
- Jaime Bayly
- J.J. Benítez
- Roberto Bolaño
- Gustavo Bolívar
- Alicia Giménez Bartlett
- Juan Castillo
- Javier Cercas
- María Dueñas
- Laura Esquivel
- Ildefonso Falcones
- Nona Fernández
- Alberto Fuget
- Santiago Gamboa
- Juan Gómez Jurado
- Almudena Grandes
- Antonio Iturbe
- Juan Gómez Jurado
- Javier Marías
- Francisco Martín
- Ángeles Mastretta
- Megan Maxwell
- Fernanda Melchor
- Fernando Molano Vargas
- Rosa Montero
- Javier Moro
- Julia Navarro
- Andrés Neuman
- William Ospina
- Leonardo Padura
- Fernando del Paso
- Edmundo Paz Soldán
- Alberto Pérez-Reverte
- Elena Poniatowska
- Ricardo Piglia
- Claudia Piñeiro
- Santiago Posteguillo
- Laura Restrepo
- Hernán Rivera Leterlier
- Santiago Roncagliolo
- Carlos Ruiz Zafón
- Eduardo Sacheri
- Juan José Saer
- Samanta Schweblin
- Guillermo Samperio
- Sofía Segovia
- Marcela Serrano
- Jordi Sierra i Fabra
- Tamara Tenembaum
- Paco Ignacio Taibo II
- Zoé Valdés
- Juan Gabriel Vásquez
- Enrique Vila-Matas
- Juan Villoro
- Alejandro Zambra



What Fiction books to buy?

- ▶ Translated Fiction

- ▶ John Grisham
- ▶ Stephenie Meyer
- ▶ Camilla Läckberg
- ▶ Agatha Christie
- ▶ Danielle Steel
- ▶ Stephen King
- ▶ James Patterson
- ▶ Junot Díaz
- ▶ John Katzenbach
- ▶ Jo Nesbo
- ▶ Sarah Lark
- ▶ Antoine de Saint-Exupéry
- ▶ Ken Follett
- ▶ Fiodor Dostoievski
- ▶ José Saramago
- ▶ Humberto Eco
- ▶ Paulo Coelho
- ▶ Michael Crichton
- ▶ David Baldacci
- ▶ E.L James
- ▶ Joël Dicker
- ▶ Haruki Murakami
- ▶ Andrea Camilleri
- ▶ Ted Chiang
- ▶ Peter Handke
- ▶ Jane Austen

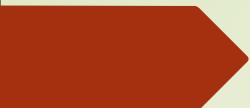
What Fiction books to buy?

Central American writers

- ▶ Miguel Ángel Asturias
- ▶ Manlio Argueta
- ▶ Sergio Ramírez
- ▶ Carlos Cortés
- ▶ Ana Cristina Rossi
- ▶ Eduardo Halfon
- ▶ Dorelia Barahona
- ▶ Gioconda Belli
- ▶ Roberto Quesada
- ▶ Adolfo Méndez Vides
- ▶ Jacinta Escudos
- ▶ Elena Salamanca
- ▶ Rodrigo Rey Rosa
- ▶ Horacio Castellanos Moya

What Non-Fiction Topics to Buy?

- ▶ Self-help
- ▶ Parenting
- ▶ Sexology
- ▶ Finance
- ▶ Health
- ▶ Philosophy
- ▶ Religion (Bibles)
- ▶ Psychology
- ▶ History
- ▶ Business
- ▶ Gardening
- ▶ Mythology
- ▶ Natural medicine (herbs, homeopathic remedies)
- ▶ Baby names, heraldry
- ▶ Astrology
- ▶ Astronomy
- ▶ Cooking (with pictures)
- ▶ Diet books
- ▶ Floral arrangements and crafts
- ▶ Beauty
- ▶ Dictionaries/grammar books: everything by Real Academia Espanola, Everest, Océano, Larousse
- ▶ Feng Shui



Relevant Non-Fiction Authors

- ▶ Jorge Ramos
- ▶ Eckart Tolle
- ▶ Carl Sagan
- ▶ Eduardo Galeano
- ▶ Don Miguel Ruiz
- ▶ Walter Riso
- ▶ César Lozano
- ▶ Carlos Cuauhtémoc Sánchez (FIC / NF)
- ▶ Alejandro Rosas
- ▶ Gaby Vargas
- ▶ Robin Sharma
- ▶ Brian Weiss
- ▶ Og Mandino
- ▶ Carlos Jaramillo
- ▶ Viktor Frankl
- ▶ Jorge Bucay



Graphic Novels/Comics in Spanish

Important artists/authors and titles:

- ▶ “Germán Oesterheld -- “El Eternauta”
- ▶ Paco Roca
- ▶ Carlos Giménez
- ▶ Maitena
- ▶ Quino – “Mafalda”
- ▶ Alejandro Jodorowsky
- ▶ Robin Wood
- ▶ Gabriel Vargas- “Familia Burrón”
- ▶ Translated works also do well.

Spanish Materials in Electronic Format

- ▶ Dowloadable Books
 - ▶ Overdrive
 - ▶ Hoopla
- ▶ Audio Books
 - ▶ Overdrive
 - ▶ Hoopla
- ▶ Electronic Magazines
 - ▶ Overdrive
- ▶ Make-Ebooks in Spanish for children (through Lectorum)

Which Are the Best Publishers?

Some of them are:

- ▶ Fondo de Cultura Económica
- ▶ Alfaguara
- ▶ Anaya
- ▶ Planeta (multiple countries)
- ▶ Blume
- ▶ Editorial Diana
- ▶ EDAF
- ▶ Ediciones B
- ▶ Espasa Calpe
- ▶ Seix Barral
- ▶ Santillana
- ▶ Tusquets
- ▶ Harper Collins Español
- ▶ Harper Collins Ibérica
- ▶ Alianza Editorial
- ▶ Trilce Ediciones
- ▶ Porrúa
- ▶ Gedisa
- ▶ Everest
- ▶ Norma
- ▶ Lectorum
- ▶ Océano
- ▶ Paidós
- ▶ Plaza y Janés
- ▶ RBA
- ▶ Siglo XXI
- ▶ Colofón
- ▶ Pax México
- ▶ Penguin Random House Grupo Editorial
- ▶ Porrúa
- ▶ Debolsillo
- ▶ Edelvives
- ▶ Grijalbo
- ▶ Lumen
- ▶ Roca



Booktubers in Spanish

Most of the Book Tubers review YA books but some include adult titles as well.

- ▶ Fa Orozco-México
- ▶ AbriendoLibros-Alberto Villarreal- México
- ▶ Lewis Rimá-México
- ▶ Librero de Valentina-México
- ▶ Ensayos de Abril-Abril Karera-México
- ▶ El Coleccionista de Mundos- Spain
- ▶ Javier Ruescas-Spain
- ▶ Kyoko Swords-Colombia
- ▶ Crónicas de una merodeadora-Colombia
- ▶ Matias G. B.- Argetina
- ▶ Anto Romano – Argentina



Bookstagrams in Spanish

- Anita Vela – anitavelaphoto
- Sandra B. Lawerson – lawerson6
- _lalectora_
- Recoveco.books
- Anny94
- sara.lectora
- Bibianainbookland
- Chapterbychapter_books
- Entremislibros
- Vamoaleecolombia
- Ottelolee
- Sabeapapel
- Queleoyo
- La recomendadora de libros

Where to Buy?

Bookstores

- ▶ Amazon (Mexico, Spain)
- ▶ Casa del Libro - Spain
- ▶ El Sótano – Mexico
- ▶ FNAC –Spain
- ▶ Norma Comics
- ▶ Tematika – Argentina

Book Distributors in the US

- ▶ Spanish Publishers
- ▶ Latin American Book Source
- ▶ Independent Publishers Group
- ▶ Chulainn Publishing Corp
- ▶ Lectorum
- ▶ Multicultural Books and Videos
- ▶ Chau Luna
- ▶ Lorito Books
- ▶ Libros Centroamericanos
- ▶ Santillana USA (Vista Higher Learning)
- ▶ Cinco Books



Where to Buy?

- ▶ **Feria Internacional del Libro de Guadalajara
(end of November – beginning of December)**
 - ▶ ALA-FIL free pass
 - ▶ Days for professionals/days for the public
 - ▶ Some stats (FIL 2019):
 - ▶ Attending public: 828,266
 - ▶ Publishing houses: 2417
 - ▶ Countries represented: 48



Twitter as a collection development tool

- ▶ Publishers
- ▶ Authors
- ▶ Book tubers
- ▶ Bookstores
- ▶ People that do reviews: Papá Lector, Lectora Errática
- ▶ Cámara del Libro (different countries)

Promotion of your Spanish Collection

- ▶ You are the main selling point!!
- ▶ Displays of Spanish materials
- ▶ Get in touch with local organizations working with the immigrant community
- ▶ Bilingual staff and/or bilingual volunteers
- ▶ Children and adult collections side-by-side when possible
- ▶ Spread the word in churches, stores, restaurants nearby.
- ▶ Marketing funds for adds in newspapers, radio and buses.
- ▶ Spanish page/mini website with what's hot titles, book lists, etc.
- ▶ Programs at your library along with book displays.
- ▶ Social media presence in Spanish

Challenges of Spanish Collection Development

- ▶ Immigration status of your customers (fear, insecurity, distrust)
- ▶ Community that doesn't know how the library works.
- ▶ Statistics vs. in house use. Patrons put books back on shelves, they don't want to bother the librarian or create more work for them.
- ▶ We rely on observation: books worn out, areas of the collection that need constant reshelfing or that need to be organized over and over again but no check outs.
- ▶ Not having staff who speak the Language and or reflect the community
- ▶ Paper vs. Electronic materials: not enough money for both



Where to go for help?

- ▶ Contact your local Reforma chapter <http://www.reforma.org/>
- ▶ Reforma Think Tank on Facebook
<https://www.facebook.com/groups/Reformathtinktank/>
- ▶ World Languages Librarians Facebook Group
<https://www.facebook.com/groups/WorldLanguagesLibrarians/>
- ▶ Contact other colleagues in libraries with similar or bigger collections than yours.



Any Questions????



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